

ABSTRACT

A system and method are provided for managing allocation of egress traffic load from a content provider among a plurality of service providers. Load balancing between a plurality of service providers used by a content provider may be performed based on analysis of traffic volume, rather than just some round robin or random scheme. A system is provided that comprises a content provider communicatively coupled to a plurality of service providers that provide access to a communication network. The system further comprises an egress traffic manager operable to determine, based at least in part on traffic volume of each of the plurality of service providers, an optimal balance of the content provider's egress traffic to be routed to each of the plurality of service providers.